

PROPERTY **FOR SALE**

INDIA'S NO. 1 REAL ESTATE MAGAZINE



WITH MORE THAN
5000
FLATS DELIVERED

ACE GROUP
HAS SHIFTED THE WAY
CUSTOMERS
FEEL ABOUT THE
REAL ESTATE INDUSTRY



ACE GROUP

HOMES DESIGNED BY GAURI KHAN - ACE PARKWAY



fulfilling ACEpirations

Having established in 2010, ACE GROUP within a few years of its creation, have earned a formidable reputation of being a dominant player in the affordable & finest luxury real estate business in Noida in Uttar Pradesh and in many aspects, have an unsurpassed standing in unparalleled service, expertise, experience and results. The Group has delivered 6 projects, in an area of 743224 sq. mtr. (80 Lac Sq. ft.) approx in a span of 42 months only. The Group has developed 5000 flats, approx 2600 registry completed, 2000 families have been already shifted.

Ace Group has a joint venture with Godrej Golf Links for 100-acre Township whose construction is already in full swing.

ATTRACTIVE OFFERS

- NO GST ON FRESH BOOKINGS • FREE CAR PARKING
- FREE CLUB MEMBERSHIP • EXCEPTIONAL PROJECTS OFFERING READY TO MOVE AND NEWLY LAUNCHED APARTMENTS

DELIVERED PROJECTS



ACE platinum
SECTOR - ZETA1 • GREATER NOIDA



ACEASPIRE
2/3 BHK APARTMENTS
GREATER NOIDA (WEST)



ACECITY
2/3 BHK APARTMENTS
GREATER NOIDA (WEST)



ACE golfshire
SECTOR -150, NOIDA



ace studio
ACE Corporate Office
Sec-126, Noida



CITY SQUARE
Commercial Complex at ACE City
Sec-01, Gr. Noida (West)

NEWLY LAUNCHED PROJECTS



ACE parkway
— SEC.150, NOIDA —
UPRERAPRJ4514



ACE DIVINO
GR. NOIDA (WEST)
UPRERAPRJ6734



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Disclaimer: All images, perspective, specifications, features, figures are only indicative and not a legal offering. The company reserves the right to modify/amend these without prior notice. All project related sanctions any other statutory compliance can be seen in person at our office. Completion Certificate of all delivered projects received by Noida/Greater Noida authority. 1sq.mt. = 10.764sq ft and 1 acre=4047 sq.mtr.(approx).





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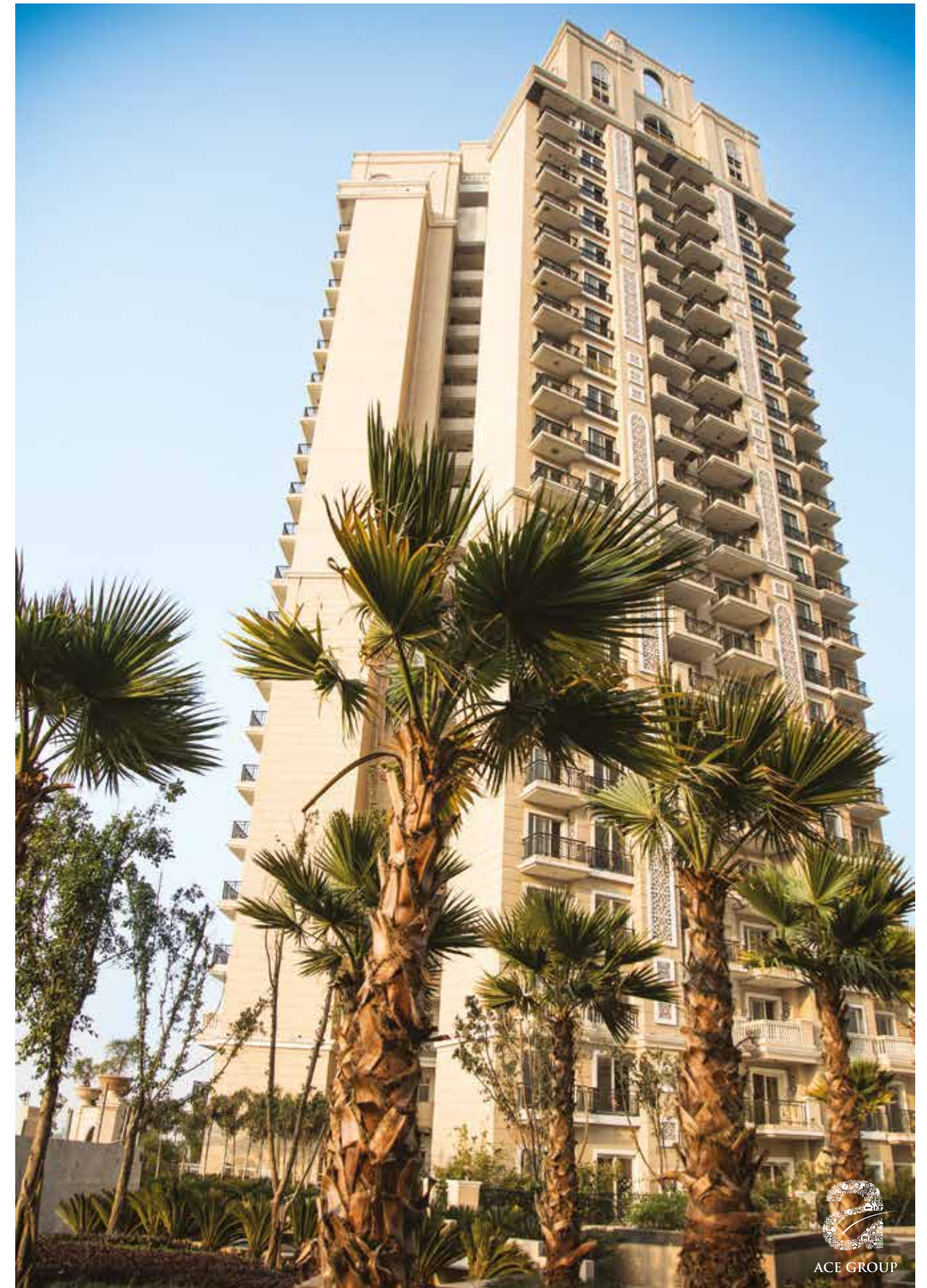
WHEN EVERYONE FAILED, 'ACE' DELIVERED 5000 FLATS ON TIME

A haven for your monetary investment, fine living and office space, Ace Group offers the best of affordable, luxury and commercial properties located in the National Capital Region. Here is an expert analysis of the group and its projects executed by Asad Waseem for Property for Sale Magazine

Within a short span of time Ace Group has become one of the foremost real estate developers in India achieving milestones in the Delhi NCR (National Capital Region). Amidst a sector which constantly makes headlines for untimely delivery and poor construction quality, the group has stood up to its commitment by delivering projects on time abiding by all the standards of quality.

After an in depth analysis of the current real estate market, Ace Group, its projects and customer

feedbacks, I have decided to buy a 2BHK flat at Ace Golfshire located in plush surroundings of Sector 150, Noida. With so much to offer, the project has caught my nerve and it is impossible to resist the temptation. Though in one's life, a decision to buy a flat or a property is made after a painstaking research, consultation and rounds of discussions with family and friends. The reason being investment in property involves a huge sum of capital which a person often arranges after using his or her savings, borrowing loans or liquefying the assets.



ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE GOLFSHIRE" LOCATED AT SECTOR 150 NOIDA



ACTUAL IMAGES OF DELIVERED PROJECT BY ACE GROUP - "ACE GOLFSHIRE"
LOCATED AT SECTOR 150 NOIDA

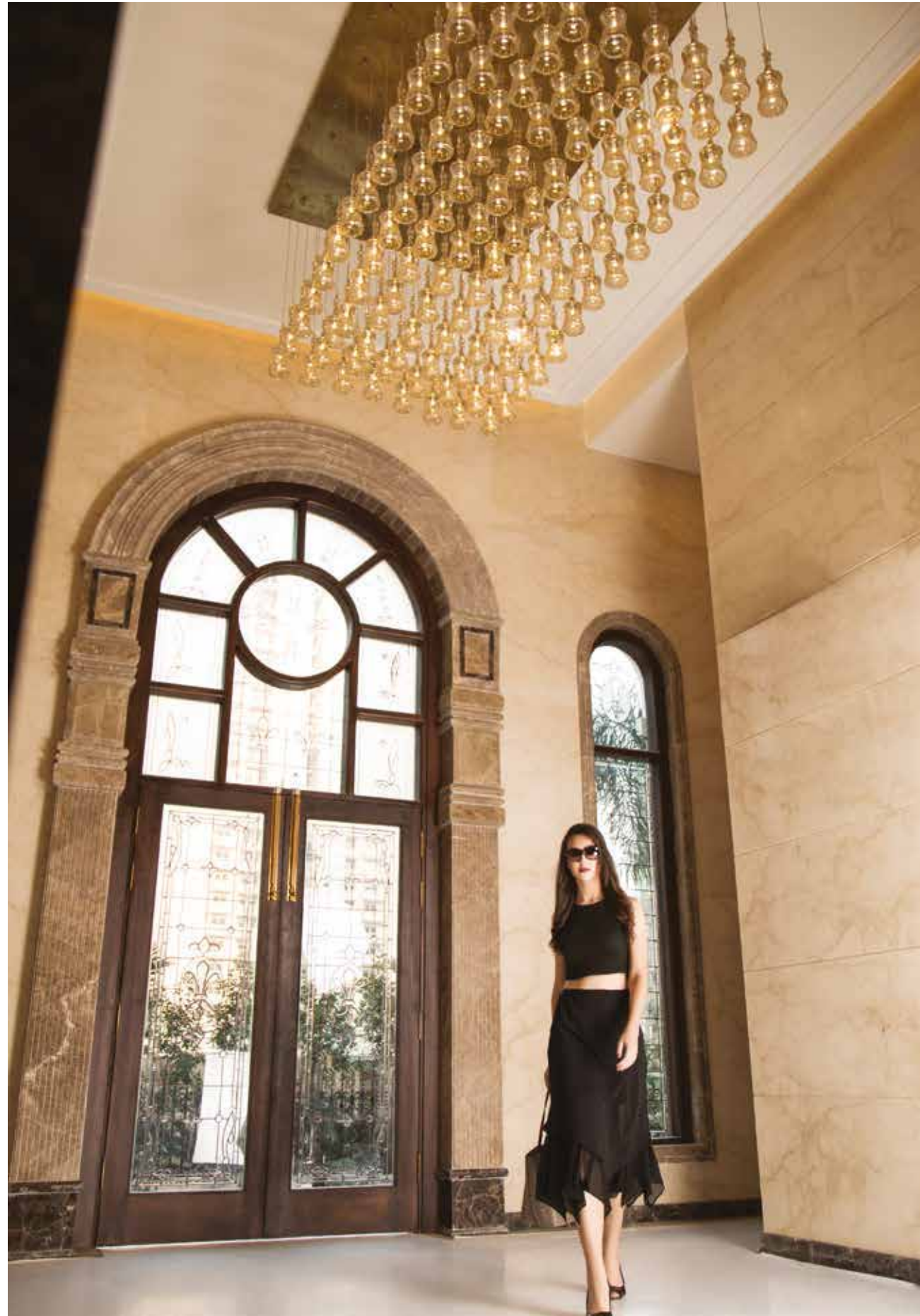


AFTER GETTING A NOD FROM THE **MARKETING OFFICER** MY FIRST DESTINATION WAS THE MOST COVETED PROJECTS OF ACE GROUP - **ACE GOLFSHIRE** LOCATED AT SECTOR 150. THE SECTOR IS ONE OF THE **COSTLIEST LOCATIONS** AT THE NOIDA - **GREATER NOIDA EXPRESSWAY**



I knew real estate investment came with a big risk, thus going for a trustworthy real estate company would ensure my financial security. I was on a battle mode, reviewing every developer and every real estate project on offer with its minutest detail. Amidst the hard work, I once stumbled upon a realty player by the name of Ace Group whose advertisement has been published in a national daily. More to it commuting back and forth between my home and office, I often witnessed its massive hoardings showcasing super star Deepika Padukone as its brand ambassador. The group always vouched for on time delivery and enthralling features in all its promotions.

To know further about the group, I decided to personally visit each of the project sites and examine the features as claimed in the advertisements. After getting a nod from the marketing officer my first destination was at most coveted projects of the group Ace Golfshire located at Sector 150. The sector is one of the costliest locations at the Noida-Greater Noida Expressway with property prices having reached to a staggering high of Rs 6500-Rs 7500 per Sq.ft.



ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE GOLFSHIRE"
LOCATED AT SECTOR 150 NOIDA



To one's surprise most of the premium luxury projects are located in Sector 150. The humongous growth in the sector is due to massive urban development which includes sports city, an international cricket stadium and good connectivity to Noida, Faridabad and Gurgaon. The sector is most sought after location of professionals with thick green cover, clean air and much more up on its sleeve.

Delivered this Diwali, Ace Golfshire are golf themed residences designed by renowned architect Hafeez Contractor. The luxury residential project seems to draw instant attention due to the rich green landscape and its neo classical elevation of international stature. The 455 heavenly abodes under 2 and 3 BHK categories are meant to fulfill heavenly desires to the hilt. The project has ample sports facilities which include basketball practice court, tennis court & badminton court.



ACTUAL IMAGE OF DELIVERED PROJECT
BY ACE GROUP - "ACE GOLFSHIRE"
LOCATED AT SECTOR 150 NOIDA

ACE GOLFSHIRE LEFT AN EVERLASTING IMPRESSION ON MY MIND; I WAS FIXATED TO THE GRANDEUR AND ROYALTY OF THE PROJECT. EVERY SINGLE DETAIL IN THE PROJECT HAS BEEN MADE WITH UTMOST CARE



ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE GOLFSHIRE" LOCATED AT SECTOR 150 NOIDA



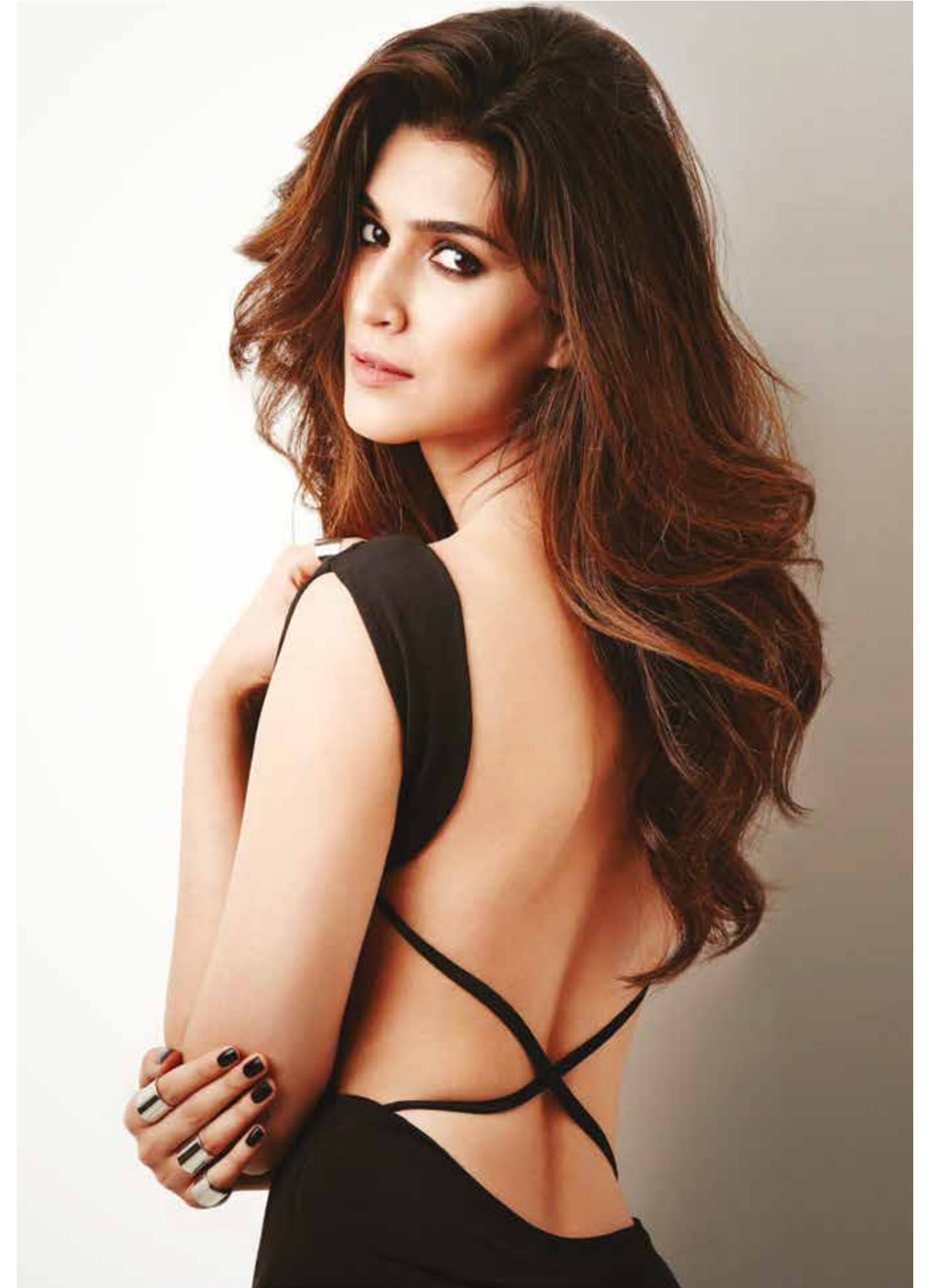
In addition, the project also has an art club, offerings like swimming pool, kids' pool, gym, yoga, aerobics, salon and a library. To further strengthen my belief in Ace Group, I met Mr. Indresh Kapoor a businessman by profession, who had recently booked a 3 BHK flat at Golfshire. He shared an interesting story with me. Upon much insistence, he revealed that he had bought the property for investment in order to get monthly rentals but later when his family visited the project they were left mesmerized, fell in love with the grandeur of the project and decided to shift to the place. Perhaps, this is the reason why Golfshire is considered to be the most prestigious projects of Ace Group.

Ace Golfshire left an everlasting impression on my mind; I was fixated to the grandeur and royalty of the project. Every single detail in the project has been made with utmost care keeping in mind the uber rich consumers who would definitely fall for the project. While, strolling in the vicinity of project, I came across few more consumers who gave positive reviews of the project and felt they were lucky enough to find a luxurious dwelling in the highly developed Sector 150.



"ACE GOLFSHIRE" NIGHT VIEW

To add on further the project was loaded with all kinds of amenities, which are hard to find in today's real estate scenario. When I stepped inside the gates of Ace Golfshire. I was awestruck to witness the intelligent design and planning which has been executed into the project. I was captivated with wide walking space and ample parking area. I thanked the developer in my heart that he has kept the basics intact. I had personally seen many projects where the entire concentration has been laid on just the structure and very little is kept aside for parking or walking space.



KRITI SANON HAS APPEARED IN A TVC FOR ACE GROUP

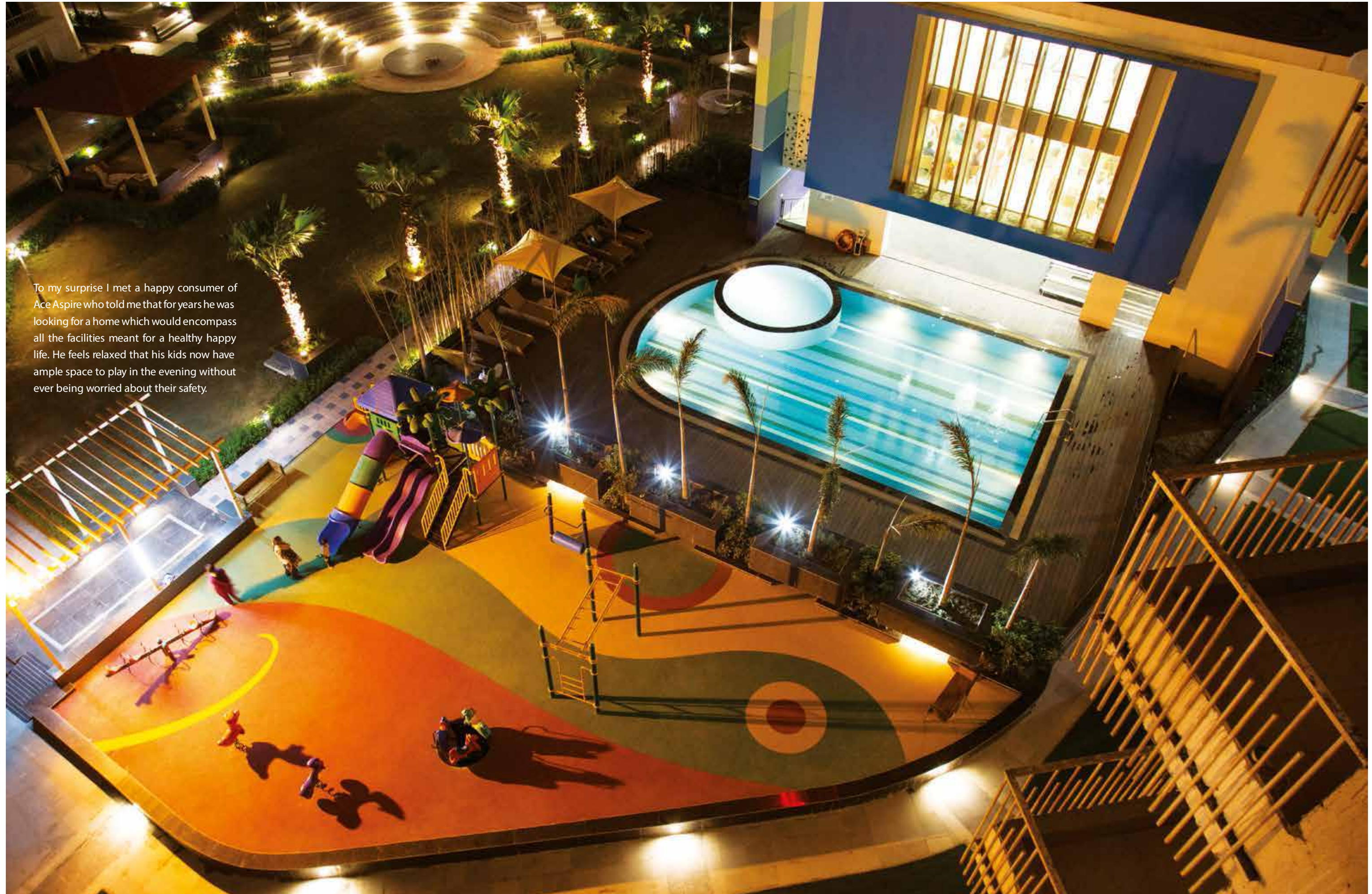
WHEN I
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ACTUAL IMAGE OF DELIVERED PROJECT
 BY ACE GROUP - "ACE ASPIRE"
 LOCATED AT GREATER NOIDA (WEST)



My quest to know about Ace Group was growing. This led me to Greater Noida West, considered as the hub spot of real estate development. The group had delivered one of its most successful residential projects Ace Aspire in the region which had garnered excellent reviews from property experts and consumers alike. Ace Aspire is an affordable residential project which offers 988 residential units in 2 and 3 BHK categories. The project has a well built amphitheater, a club house, a commercial complex with close proximity to metro station, educational institutes and hospitals. A spokesperson from the company told me that the major attraction of Ace Aspire is the commercial complex – a one stop destination for everyday needs. It houses shops, restaurants, stores and much more on the list. More to it, I also saw a well paved jogging track, state-of-the-art gymnasium to meet the health requirements of the dwellers, and most importantly a fully fledged kids play area so there can be an all round development of the future generation. Luckily, I got a chance to visit the clubhouse which boasted of entertainment activities-both indoor and outdoor. From snooker to badminton, from outdoor chess to swimming the club house had the amalgamation of the best of the recreational facilities.



To my surprise I met a happy consumer of Ace Aspire who told me that for years he was looking for a home which would encompass all the facilities meant for a healthy happy life. He feels relaxed that his kids now have ample space to play in the evening without ever being worried about their safety.

ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE ASPIRE"
LOCATED AT GREATER NOIDA (WEST)



“WE ARE VERY GLAD TO HAVE ACE GROUP AS OUR SPONSORS. THE BRAND UNDERSTANDS THE IMPORTANCE OF THE SPORT AND THEY BELIEVE IN, AS WE DO, THE COMMITMENT AND SUPPORT IT REQUIRES. WE ARE EXTREMELY GLAD TO HAVE THEM AS OUR LEAD SPONSOR.”

ACE GROUP MAIN SPONSORS OF RANBIR KAPOOR'S ISL TEAM



ACE STUDIO LOCATED AT SECTOR-126, NOIDA IS (ACE CORPORATE OFFICE)

Until now, I had practically immersed myself with two successful projects of Ace Group, I knew to have a deeper understanding of the group, I must also inquire about its background this led me to Ace Studio- the company's corporate office, where I had an appointment with one of the Marketing Officer's. Ace Studio is a premium commercial project located in Sector 126 at Noida Expressway. What really impressed me was the location of the building and its easy accessibility with other parts of the city. I was amazed by the finesse and grandeur of the building structure. Right from the lobby, lifts, interiors and ambience the building showcases quality construction and seamless architecture. During our interaction, the Marketing Officer also revealed that Ace Studio provides exquisite office space at very competitive prices.

While shedding light on the background she told me that Ace Group was established in the year 2010 by Mr. Ajay Choudhary, a man of charismatic entrepreneurship and vision. Due to his undeterred spirit the group boasts of delivering four residential and two commercial projects. While two more residential projects are under construction in compliance with RERA and another one is coming up as a joint venture with Godrej Properties Ltd. known as Godrej Golf Links. While mentioning the success of the group she brought to my notice that the group has until now delivered 80, 00,000 sq. ft. (743224 sq mts) of projects and another 60,00,000 sq.ft. (557418 sq mts) of area is under speedy construction.





The amount of real estate space delivered by Ace Group is enormous, more to it another good amount was under speedy construction. This verified the trustworthiness of the group and its ability to deliver on time. To witness another milestone in residential real estate by the group, I reached Ace Platinum at Sector Zeta One in Greater Noida. Sector Zeta One is a developing residential area of Greater Noida which comprises a great infrastructure and availability of various facilities and amenities like restaurant, hotels, petrol pumps, bank and ATMs, hospitals etc. Ace Platinum grabbed my attention due to its gratifying design and space.

To my surprise around 1000 families had already shifted to the project. I was fortunate to interview some of them. Anuj Gupta, a banker told me how relieved he and his family felt because the possession of their flat was given on time. He was also happy with the construction quality and has not required any kind of maintenance till date. Ace Platinum offers 1276 classy and comfortable flats under 2, 3, 4 BHK categories with state of the art security system.

ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE PLATINUM"
LOCATED AT ZETA I, GREATER NOIDA

BESIDES THE
IDEAL LOCATION
 THE ENDEARING
ARCHITECTURE
 AND FACILITIES
 MAKE IT A
PROMINENT
 CHOICE FOR
CITY DWELLERS.
 ACE PLATINUM IS
 AESTHETICALLY
 DESIGNED
 TO CATER TO
THE NEEDS
OF MODERN
 REAL ESTATE
 CONSUMER



DEEPIKA PADUKONE BRAND AMBASSADOR FOR ACE GROUP



ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE PLATINUM"
 LOCATED AT ZETA I, GREATER NOIDA

The project lies in close proximity to the Buddh International Circuit, corporate parks, famous schools and modern hospitals. Besides the ideal location the endearing architecture and facilities make it a prominent choice for city dwellers. Ace Platinum is aesthetically designed to cater to the needs of modern real estate consumer. I was amazed to see a beautiful amphitheater which would entice the mood of people in the evening. Sport fanatics can find solace in a basket ball court, badminton court or skating rink provided in the vicinity of the project. There is also a central park which diminishes the woes of people who often complain of the absence of natural surroundings in a real estate project.

The project also offers state of the art 3 tier security system which promises to provide full proof security to the people. In times, when trespassing and burglar activities are on the rise an impeccable security system helps residents to breathe a sigh of relief. One of the residents at the project told me that he had faced a lot of crime related problems at his previous residence. But now, he feels secure and safe due to the high tech surveillance and monitoring carried out by security personnel round the clock.



PROPOSED IMAGE WHICH WAS SHOWN TO CLIENTS ON THE TIME OF SELLING ACE CITY. OF WHICH CURRENT / DELIVERED IMAGES OF THE PROJECT HAS BEEN SHOWN ON THE NEXT PAGE. WE REQUEST YOU TO PLEASE COMPARE THE IMAGES & WITNESS THE HIGH RESEMBLANCE OF THESE IMAGES SHOWN. THIS ITSELF TALKS ABOUT A BUILDERS CREDIBILITY & HOW WELL A COMPARISON CAN BE DONE OF WHAT WAS SHOWN TO THE CUSTOMER AND WHAT WAS DELIVERED

PROPOSED IMAGE OF PROJECT - "ACE CITY"

ACTUAL IMAGE OF DELIVERED PROJECT BY ACE GROUP - "ACE CITY"
 LOCATED AT PLOT NO. 1, NOIDA EXTENSION, SECTOR 1



WHEN I REACHED AT THE SITE OF ACE CITY, I WAS GLUED TO THE ENTRANCE GATE AESTHETICALLY CLADDED IN DHOLPUR AND TEAKWOOD STONES EMBEDDED ALONG A TOUGHENED GLASS TO GIVE IT A CONTEMPORARY LOOK



The next project on my list was Ace Group's esteemed projects by the name of Ace City located at Greater Noida West. When I reached at the site of Ace City, I was glued to the entrance gate aesthetically cladded in Dholpur and teakwood stones embedded along a toughened glass to give it a contemporary look. I was baffled by 11 mammoth towers of the project. The atmosphere at the site was infused with spirituality which creates a very positive impact on the people living there. With so much to offer, the project has changed the definition of affordable housing in India. In order to satiate the daily requirements of the dwellers the place has shops, salons, vegetable and grocery store. To keep in sync with rejuvenation and refreshment the project houses a well built swimming pool; badminton courts and a dedicated kid's play area.

The landscaping is also uniquely decorated with floral reef panels imported from Bali. The appealing feature certainly gives it an edge over other projects located in the region. The project has 2532 flats to offer in 2 and 3 BHK categories along with a commercial complex. The project is at a few minutes drive from prominent places like Pari Chowk, Sector 18 and Noida City Centre. The project matches up to latest security requirements and is equipped with latest security gadgets and systems which ensure that people live a carefree life. The Ace City complex also houses another commercial project of the group known as Ace City Square. The complex is segmented into two floors having a total of 56 shops. The complex is made to serve the daily requirements of the people living in Ace City.



PROPOSED IMAGES OF ON GOING PROJECT BY ACE GROUP - "ACE PARKWAY"
 LOCATED AT SHIV NARAYAN HARSANA G. SECTOR 150, NOIDA



A week had passed by and I had personally experienced some of the finest projects delivered by the group. I had also amassed positive reviews of customers living at each of the residential projects. Though my rendezvous with Ace Group was not yet over and there was much more to be explored about the group and its achievements. Riding high on the positive consumer feedback and sentiment the group has two more residential projects which will soon be delivered. The first one is the newly launched Ace Parkway which is a luxury residential project located at Sector 150. With 950 flats to offer the project will have a lush green landscape, elevation in Art-Deco theme and easy accessibility to malls, metro station, hospitals & educational institutions. The project owes its design to Hafeez Contractor who has also designed Ace Golfshire. Strategically located at Noida Expressway the project is specifically aimed at international buyers and investors. The construction of the project is in full swing and will be delivered soon.

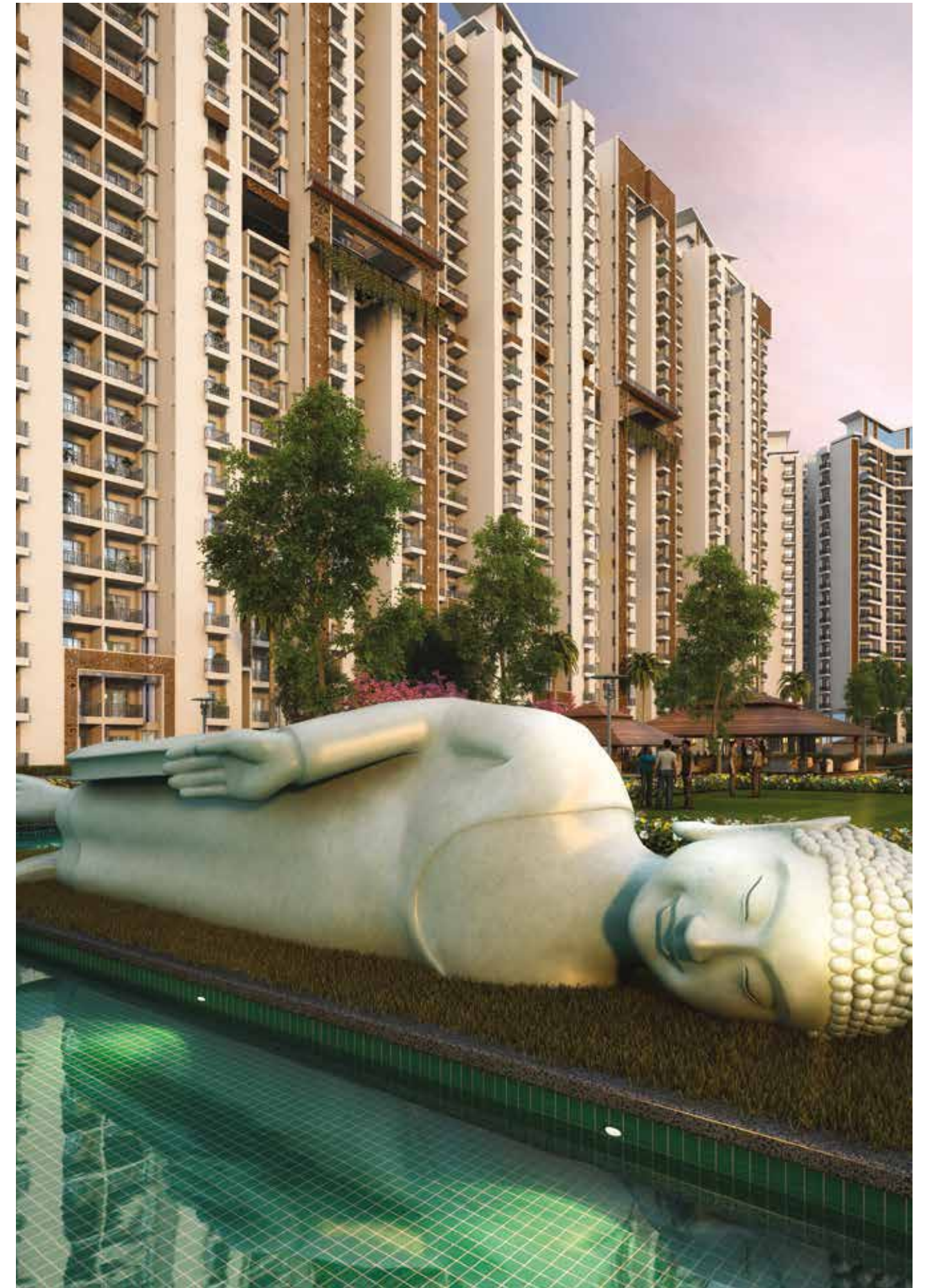


PROPOSED IMAGES OF ON GOING PROJECT BY ACE GROUP - "ACE DIVINO"
LOCATED AT NOIDA EXTENSION, AIMNABAD, GREATER NOIDA



The second one is Ace Divino located in Greater Noida West which will encompass unique features like three side open plot, functionality of spaces in the landscaping and beautiful hanging gardens connecting the towers. The affordable homes are ideally located close to a proposed metro station, shopping malls and expressway. In addition, Ace Divino will also have a club house which strikes a chord with luxurious life. The club house will serve as an ideal place for rejuvenation, where the dwellers can leave the worries of the world aside to enjoy with family, friends and neighbours.

One of the company's spokesperson briefed us that the project will cater to multiple needs of the real estate consumers. It will also have an easy connectivity with NH-24, Greater Noida and direct approach from the upcoming overhead bridge of Sec-71, Noida.



PROPOSED IMAGES OF ON GOING PROJECT BY ACE GROUP - "ACE DIVINO"
LOCATED AT NOIDA EXTENSION, AIMNABAD, GREATER NOIDA



Ace Group has created an impeccable bond with the biggest celebrities of the country, adding one more feather to its cap it has associated with Gauri Khan Entrepreneur and Bollywood star Sharukh Khan's wife, who has designed signature interiors at Ace Parkway.

Conclusion: As a prominent real estate player Ace Group has excelled in terms of timely delivery, quality construction, prime location of projects, easy connectivity, endearing architecture, and beautiful landscape boosted with positive reviews of consumers and real estate experts. ◆